



Press Release

APPLIED ARTS. NOW
Alfredo Barsuglia. Cabinet

A cooperation of the MAK and the University of Applied Arts Vienna

Opening	Tuesday, 3 March 2015, 7 p.m.
Exhibition Venue	MAK GALLERY MAK, Stubenring 5, 1010 Vienna
Exhibition Dates	4 March – 10 May 2015
Opening Hours	Tue 10 a.m.–10 p.m., Wed–Sun 10 a.m.–6 p.m. Free admission on Tuesdays 6–10 p.m.

In his large-scale, walk-in architectural installation *Cabinet*, the artist Alfredo Barsuglia (* 1980 in Graz) links together elements of the familiar and the unexpected. As part of the exhibition series APPLIED ARTS. NOW Barsuglia will be transforming the MAK GALLERY into a complex sequence of supposedly private domestic rooms that culminate in the eponymous “cabinet.” His installation explores and deliberately sensitizes its audience to border areas and transitions between public and private space, proving absolutely current in light of the present discourse on privacy in the world of Web 2.0.

Cabinet is an artificial setting in the midst of the museum that simulates an outtake of a real apartment with furniture and everyday items designed specifically for this exhibition at the MAK. In the manner of a stage or film director, Barsuglia includes thoughtfully placed views in and out that permit visitors to spatially and mentally penetrate the private sphere of fictional residents, perhaps even of the artist himself. The installation, consisting of multiple interlaced layers, refrains from setting forth a plot and instead gives rise to ever-new individual associations. Within this exactly arranged microcosm, views out through the windows into various outside scenarios will create deliberate breaks in reality, breaks easily revealed as such by taking a look from “behind the set.”

The term “cabinet” was coined during the 18th century in the context of French Baroque architecture’s strict sequence of representational rooms, and today, Austrians still refer to a small room in an apartment as a “Kabinett.” The historical “cabinet,” located in immediate proximity to the private bedchamber, was thought of as an intimate room for a man that, much like the female-connoted “boudoir,” was reserved for private use and typically served as a workroom or as a place of retreat.



Having made it into Alfredo Barsuglia's "Cabinet," visitors will discover an intimate space that presents itself as the deliberately conceived main room of the installation. The artist will use this room, designed as an open kitchen of sorts, to have dinner with five other people every Tuesday evening. Barsuglia's "Jour Fixe," as a living element of this exhibition, can be paid a spontaneous visit; further information will be posted during the exhibition's entire run at the dedicated website www.cabinet-at-mak.at.

Alfredo Barsuglia lives and works in Vienna. From 1999 to 2004, he studied at the University of Applied Arts and at the Academy of Fine Arts in Vienna. His works have been shown at institutions including MUMOK (Vienna), the MAK Center (Los Angeles, USA), Meštrović Pavilion (Zagreb, Croatia), CAFA Art Museum (Beijing, China), MACRO (Rome, Italy), and Artplay Design Center (Moscow, Russia). The 2006 MAK Schindler artist in residence recently drew international media attention, including several television broadcasts, with his installation *Social Pool*, www.social-pool.com, a tiny swimming pool in the middle of the Californian desert that was accessible via GPS coordinates and keys available from the MAK Center, L.A.

APPLIED ARTS. NOW

Alfredo Barsuglia. Cabinet is the eighth exhibition to be shown as part of the series APPLIED ARTS. NOW, which is intended to create a platform for contemporary forms of applied art and thus provide greater visibility for particularly interesting artistic stances originated by graduates of the University of Applied Arts Vienna who live and work in Austria. The series was kicked off with the exhibition *PATRICK RAMPELOTTO. Adventures in Foam* (25 Jan – 26 May 2012). This was followed by the presentations *STIEFEL & COMPANY ARCHITECTS. Faux Terrains* (23 May – 16 Sep 2012), *taliaYsebastian. The Committee of Sleep* (3 Oct 2012 – 6 Jan 2013), *MARCO DESSÍ. STILL LIFE* (30 Jan – 5 May 2013), *Lisa Truttmann. MY STAGE IS YOUR DOMAIN* (19 Jun – 6 Oct 2013), *soma architecture. Immanent Elasticity* (13 May – 14 Sep 2014), and *Valentin Ruhry. Grand Central* (8 Oct 2014 – 8 Feb 2015).

Press photos on the exhibition are available for download at MAK.at/press.



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Universität für angewandte Kunst Wien
University of Applied Arts Vienna

Press Data Sheet

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Curator	Marlies Wirth
Related Events	“Jour Fixe” with Alfredo Barsuglia Tuesday evenings from 8 p.m., dates and updates at: www.cabinet-at-mak.at
MAK Admission	€ 9.90 regular / € 7.50 reduced / Family Ticket € 13 Free admission for children and young adults under age 19
MAK Press and PR	Judith Anna Schwarz-Jungmann (head) Sandra Hell-Ghignone Veronika Träger Lara Steinhäuser T +43 1 711 36-233, -229, -212 presse@MAK.at www.MAK.at
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Vienna, 3 March 2015